

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	5	("705"/\$\$.ccls. and (merg\$5 with (image and advertis\$5 )) and (print\$5 deliver\$5 mail\$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/17 14:14
L2	0	("705"/26).ccls. and (merg\$5 with (image and advertis\$5 )) and (print\$5 deliver\$5 mail\$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/17 14:13

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	11	(@ad<"20011022").ad. and (merg\$5 with (image and advertis\$5 )) and (print\$5 deliver\$5 mail\$5)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/17 11:20
L2	2	"6,732,152".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/17 11:20
L3	2	"5,666,215".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/17 11:20
L4	2	("6732152").URPN.	USPAT	OR	OFF	2006/09/17 11:37
L5	99	("5666215").URPN.	USPAT	OR	OFF	2006/09/17 11:38
L6	0	("5666215").URPN. and (merg\$5 with (image and advertis\$5 )) and (print\$5 deliver\$5 mail\$5)	USPAT	OR	OFF	2006/09/17 11:38
L7	7	(merg\$5 with (image and advertis\$5 )) and (print\$5 deliver\$5 mail\$5)	USPAT	OR	OFF	2006/09/17 11:40
L8	25	(merg\$5 with (image and advertis\$5 )) and (print\$5 deliver\$5 mail\$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/17 11:43
L9	6	(merg\$5 with (image and advertis\$5 )) and (print\$5 deliver\$5 mail\$5) and (demograph\$5 sex age)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/17 11:58
L10	0	(merg\$5 with (image and advertis\$5 )) and (print\$5 deliver\$5 mail\$5) and (demograph\$5 sex age)	EPO; JPO	OR	ON	2006/09/17 11:58
L11	1	(merg\$5 same (image and advertis\$5 )) and (print\$5 deliver\$5 mail\$5) and (demograph\$5 sex age)	EPO; JPO	OR	ON	2006/09/17 12:30

*read in full detail*

## EAST Search History

L12	2	"20020103654" .pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/17 12:30
L13	1	"20020103654" .pn. and (order\$5 reorder\$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/17 12:35
L14	2	("20020103654").pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/17 12:39
L15	2	("20020091541").pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/17 12:52
L16	1	("20020103654").pn. and (order\$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/17 12:41
L17	1	("20020103654").pn. and (order\$5) and( reorder\$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/17 12:49
L18	1	("20020103654").pn. and (predetermin\$5 with criteria)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/17 12:50

## EAST Search History

L19	1	("20020091541").pn. and (display\$5 with (group organiz\$5 list\$5))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/17 12:54
L20	1	("20020091541").pn. and (display\$5 with (group organiz\$5 list\$5)) and (present\$5)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/17 13:41
L21	2	("6718551").pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/09/17 13:41
S1	8	("6018774" "5666215" "4872706" "5423573").pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/09/17 11:11
S2	<del>122</del>	<del>(@ad&lt;"20011022").ad. and (postcard greeting or (greeting near3 card)) and (deliver near5 (hand mail))</del>	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2004/08/09 13:34
S3	170	(@ad<"20011022").ad. and (postcard greeting or (greeting near3 card)) and (deliver near5 (hand mail))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/09 13:35
S4	90	((@ad<"20011022").ad. and (postcard greeting or (greeting near3 card)) and (deliver near5 (hand mail))) and (pay or payment or charge or money)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 11:43
S5	53	(@ad<"20011022").ad. and (postcard greeting or (greeting near3 card)) and (deliver near5 (hand mail) and advertis\$4)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/09 13:35
S6	39	(@ad<"20011022").ad. and (postcard greeting or (greeting near3 card)) and (deliver near5 (hand mail) and advertis\$4) and (pay or payment or money)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/09 13:43

## EAST Search History

S7	30	(@ad<"20011022").ad. and (postcard greeting (greeting near3 card)) and (deliver near5 (hand mail) and advertis\$4) and (pay or payment or money) and (imag\$2 photo\$4)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/09 13:45
S8	30	(@ad<"20011022").ad. and (postcard greeting (greeting near3 card)) and (deliver near5 (hand mail) and advertis\$4) and (pay or payment or money) and (imag\$2 photo\$4) and (demographic or (age sex city address zip country))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/09 13:46
S9	29	(@ad<"20011022").ad. and (postcard greeting (greeting near3 card)) and (deliver near5 (hand mail) and advertis\$4) and (pay or payment or money) and (imag\$2 photo\$4) and (demographic or (age sex city street zip country))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/09 13:50
S10	2	(@ad<"20011022").ad. and postcard and (greeting (greeting near3 card)) and (deliver near5 (hand mail) and advertis\$4) and (pay or payment or money) and (imag\$2 photo\$4) and (demographic or (age sex city street zip country))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/09 13:50
S11	2	("6732152").pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2004/08/10 08:42
S12	1223	(@ad<"20011022").ad. and (packag\$4 and audio and (graphic or image) and CD and deliver)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 11:57
S13	2	(((@ad<"20011022").ad. and (packag\$4 and audio and (graphic or image) and CD and deliver)) and (demographic and target\$4)) and (mug or t\$1shirt)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 11:50
S14	179	((@ad<"20011022").ad. and (packag\$4 and audio and (graphic or image) and CD and deliver)) and (demographic and target\$4)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 11:53

## EAST Search History

S15	138	((@ad<"20011022").ad. and (packag\$4 and audio and (graphic or image) and CD and deliver)) and (demographic and target\$4 and multi\$1media)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 11:54
S16	0	(@ad<"20011022").ad. and (packag\$4 and multip\$1media and CD and deliver)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 11:58
S17	0	(@ad<"20011022").ad. and (packag\$4 and multip\$1media and CD and deliver\$4)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 11:58
S18	1642	(@ad<"20011022").ad. and (packag\$4 and multi\$1media and CD and deliver\$4)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 11:58
S19	779	((@ad<"20011022").ad. and (packag\$4 and multi\$1media and CD and deliver\$4)) and (custom\$4 and advert\$8)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 11:59
S20	102	(((@ad<"20011022").ad. and (packag\$4 and multi\$1media and CD and deliver\$4)) and (custom\$4 and advert\$8)) and (demograph\$4 and fulfill\$4)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 12:01
S21	35	(((@ad<"20011022").ad. and (packag\$4 and multi\$1media and CD and deliver\$4)) and (custom\$4 and advert\$8)) and (demograph\$4 and fulfill\$4) and (postcard or greeting or birthday)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 12:35
S22	3762	(@ad<"20011022").ad. and custom\$4 and (postcard or greeting or birthday)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 12:35
S23	555	((@ad<"20011022").ad. and custom\$4 and (postcard or greeting or birthday)) and ("705"/\$\$.ccls.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 12:36

## EAST Search History

S24	2287	(@ad<"20011022").ad. and (photo\$1finish\$4)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 13:36
S25	23	(@ad<"20011022").ad. and (photo\$1finish\$4) and ((sound or audio) near4 file)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/05/12 16:26
S26	10	(@pd<"20001022").pd. and (photo\$1finish\$4) and ((sound or audio) near4 file)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2004/08/10 13:51
S27	2	("20040215523" ).pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2004/12/30 15:33
S28	4	("6732152" "5666215").pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2004/12/30 15:33
S29	<del>1526794</del>	(@ad<"20011022").ad. and (central\$5)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/05/12 16:25
S30	875	(@ad<"20011022").ad. and (imag\$5 with merg\$5) and (mail\$5 send\$5 deliver\$5) and (central\$5)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/05/12 16:26
S31	104	(@ad<"20011022").ad. and (imag\$5 with merg\$5) and (mail\$5 send\$5 deliver\$5) and (central\$5) and (advert\$5)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/05/12 16:27
S32	5136	(@ad<"20011022").ad. and (merg\$5 with (imag\$5))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/03/20 11:55
S33	5136	(@ad<"20011022").ad. and (merg\$5 with (imag\$5))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/03/20 12:01

## EAST Search History

S34	686	(@ad<"20011022").ad. and (merg\$5 with (imag\$5)) and (advertis\$5 market\$5)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/03/20 12:02
S35	46	(@ad<"20011022").ad. and (merg\$5 with (imag\$5)) and (advertis\$5 market\$5) and (demograph\$5)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/03/20 12:02
S36	56	(@ad<"20011022").ad. and (((merg\$5 combin\$5) with (imag\$5)) same (advertis\$5 market\$5)) and (demograph\$5)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/03/20 12:14
S37	4	("6,732,152").pn. ("5,666,215").pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/03/20 12:04
S38	2	("6,732,152").pn. ("5,666,215").pn. and (demograph\$5)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/03/20 12:04
S39	1	((("6,732,152").pn. ("5,666,215").pn.) and (demograph\$5)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/03/20 12:07
S40	2	"20040215523".pn.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/03/20 12:07
S41	602	(@ad<"20011022").ad. and (((merg\$5 combin\$5) with (imag\$5)) same (advertis\$5 market\$5 demograph\$5))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/03/20 12:14
S42	9	(@ad<"20011022").ad. and (((merg\$5 combin\$5) with (imag\$5)) same (advertis\$5 market\$5) same demograph\$5)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/03/20 12:14
S43	0	"6,732,152".pn. and demographics	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/03/20 15:33



## EAST Search History

S44	1	"6,732,152".pn. and demogr\$5	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2006/03/20 15:33
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Basic

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English

Databases selected: Multiple databases...

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Jennifer Libbin. *DSN Retailing Today*. Mar 5, 2001. Vol. 40, Iss. 5; p. 4 (2 pages)  
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- ☐ 2. **Old and New: A Tricky Balancing Act; Branding: Venerable, and successful, companies look forward while minding tradition.: [Orange County Edition]**  
TED ANTHONY. *Los Angeles Times*. Los Angeles, Calif.: Dec 5, 1999. p. 22  
☐ Full text ☐ Abstract
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- ☐ 3. **BRAND NAMES COURT PROSPERITY: [ALL Edition]**  
TED ANTHONY. *The Augusta Chronicle*. Augusta, Ga.: Apr 1, 1999. p. O.23  
☐ Full text ☐ Abstract
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- ☐ 4. **INVENTIVENESS KEEPS TRADITIONAL BRANDS HOT: [FINAL Edition]**  
TED ANTHONY. *Buffalo News*. Buffalo, N.Y.: Mar 28, 1999. p. B.13  
☐ Full text ☐ Abstract
- 
- ☐ 5. **Old brands can still be considered the real McCoy // But familiar names must seek updated images: [METRO Edition]**  
Ted Anthony. *Star Tribune*. Minneapolis, Minn.: Mar 24, 1999. p. 01.D  
☐ Abstract
- 
- ☐ 6. **Ancient brands seek lasting prosperity**  
Ted Anthony *The Associated Press*. *The Grand Rapids Press*. Grand Rapids, Mich.: Mar 22, 1999. p. B.7  
☐ Full text ☐ Abstract
- 
- ☐ 7. **TODAY'S GOODS DON'T SURVIVE BY NAME ALONE: [CITY/STATE Edition]**  
TED ANTHONY *The Associated Press*. *Greensboro News Record*. Greensboro, N.C.: Mar 21, 1999. p. E.1  
☐ Full text ☐ Abstract
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- ☐ 8. **America's oldest brands court continued prosperity: [FINAL HOME EDITION]**  
*Tulsa World*. Tulsa, Okla.: Mar 21, 1999. p. 3  
☐ Full text ☐ Abstract
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- ☐ 9. **FICKLE BUYERS BRAND FAMILIAR NAMES BORING FAMOUS LOGOS TRY TO JAZZ UP THEIR IMAGES FOR MILLENNIUM: [METRO Edition]**

Associated Press. Orlando Sentinel. Orlando, Fla.: Mar 16, 1999. p. B.1

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- 
-  10. **Franchise termination: Legal rights and practical effects when franchisees claim the franchisor discriminates**  
Robert W Emerson. *American Business Law Journal*. Austin: Summer 1998. Vol. 35, Iss. 4; p. 559 (87 pages)

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-  11. **Why Fight It? Why Communities SW Joined Lennar Adios Koll Center Irvine North, Hello Irvine Concourse**  
NIDAL M. IBRAHIM. *Orange County Business Journal*. Newport Beach: Apr 27, 1998. p. 42

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-  12. **Blade Runner's post-individual worldspace**  
Kevin R McNamara. *Contemporary Literature*. Madison: Fall 1997. Vol. 38, Iss. 3; p. 422 (25 pages)

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-  13. **REDEFINING THE FIELD OF EUROPEAN HUMAN RESOURCE MANAGEMENT: A BATTLE BETWEEN NATIONAL MINDSETS AND FORCES OF BUSINESS TRANSITION?**  
Paul R Sparrow, Jean-Marie Hiltrop. *Human Resource Management (1986-1998)*. New York: Summer 1997. Vol. 36, Iss. 2; p. 201 (19 pages)

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-  14. **Make more in '97**  
Halleman, David. *Home Office Computing*. Boulder: Dec 1996. Vol. 14, Iss. 12; p. 80 (6 pages)

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-  15. **Personal selling and sales management in the new millennium**  
Anderson, Ralph E. *The Journal of Personal Selling & Sales Management*. New York: Fall 1996. Vol. 16, Iss. 4; p. 17 (16 pages)

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-  16. **Research register**  
Anonymous. *Library Management*. Bradford: 1996. Vol. 17, Iss. 6; p. 3 (28 pages)

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-  17. **On common ground: Using cultural bias factors to deconstruct Asia-Pacific labor law**  
Michael R Curran. *The George Washington Journal of International Law and Economics*. 1996/1997. Vol. 30, Iss. 2/3; p. 349 (99 pages)

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-  18. **CD-ROM buyer's guide: Entertainment**  
Cosden, Chris. *CD-ROM Professional*. Nov 1993. Vol. 6, Iss. 6; p. 175 (20 pages)

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Ronnie Chu, Ting Cheung. *Marketing Intelligence & Planning*. Bradford: 2006. Vol. 24, Iss. 4; p. 393  
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2. **TECHNOLOGY SUPPLIER SHOWCASE**  
Anonymous. *Folio*. Stamford: Jul 2005. Vol. 34, Iss. 7; p. 29 (9 pages)  
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David Yoon Kin Tong, C N Sivanand. *Employee Relations*. Bradford: 2005. Vol. 27, Iss. 1/2; p. 103 (15 pages)  
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4. **Panopticon.com: Online surveillance and the commodification of privacy**  
John Edward Campbell, Matt Carlson. *Journal of Broadcasting & Electronic Media*. Washington: Dec 2002. Vol. 46, Iss. 4; p. 586 (21 pages)  
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5. **Management and business and financial operations occupations**  
Anonymous. *Occupational Outlook Handbook*. Washington: 2002/2003. p. 21 (69 pages)  
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6. **Mirage or reality**  
Janet Hartmann. *Database*. Feb/Mar 1999. Vol. 22, Iss. 1; p. 14 (11 pages)  
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7. **NaviSite Launches Turn-Key Application Services for Web-Centric Businesses**  
Business/Technology Editors. *Business Wire*. New York: Nov 2, 1998. p. 1  
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8. **Computer-assisted reporting tools**  
Garrison, Bruce. *Editor & Publisher*. New York: Apr 27, 1996. Vol. 129, Iss. 17; p. 86 (5 pages)  
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Jennifer Libbin. DSN Retailing Today. Mar 5, 2001. Vol. 40, Iss. 5; p. 4 (2 pages)  
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2. **Old and New: A Tricky Balancing Act; Branding: Venerable, and successful, companies look forward while minding tradition.: [Orange County Edition]**  
TED ANTHONY. Los Angeles Times. Los Angeles, Calif.: Dec 5, 1999. p. 22  
 Full text Abstract
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